

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #154180

Mr. J. Derigo  
DERIGO SALES

### JUNE: DORAL B1G1F / PROMOTION #800432

Dear John:

DORAL B1G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 120 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts. *This includes 2 Displays to be shipped to F. Colucci.*

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	<u>4</u>
Ult Light 100	12300-25363	<u>4</u>
Lt Box 100	12300-25370	<u>4</u>
FF Box 100	12300-25369	<u>4</u>

#### DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

*Key*  
Product PO # 931 Displays PO # 941

*# 8126*  
0145

May 18, 1998

Product / Display Arrival:

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$1,120.83

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51845 6998

B1G1F  
DERIGO SALES

**PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**DISPLAY LOAD:**

**\*4 CARTONS; ONE CARTON EACH STYLE:  
DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$78.40 (16 (6M) case(s) @ \$4.90). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: K. Jurgensen  
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN BIG1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE#
162601	162625	576389	FAMILY CORNER STORE	380 CONNECTICUT S	BUFFALO	NY	14213	1				(716)886-4970
162601	162622	769359	AMON CONVENIENT FOO	1041 ENGLEWOOD RD	TONAWANDA	NY	14223	1				(716)876-8760
162601	162626	799271	PARKSIDE MARKET	1150 SHERIDAN DR	TONAWANDA	NY	14150	2				(716)447-9169
162601		597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	1				(716)886-9032
162601		574026	U. S. QUALITY FOOD	471 E FERRY ST	BUFFALO	NY	14208	1				(716)883-6335
162601		765349	JOHN REIMONDO JR	2965 SHERIDAN DR	TONAWANDA	NY	14150	1				(716)835-6353
162601	162629	598990	U.S. FOOD MART	235 ESSER ST.	BUFFALO	NY	14207	1				(716)875-1234
162601	162625	641572	E. PERRY CLOVER FAR	436 E FERRY ST	BUFFALO	NY	14208	1				(716)885-9238
162601	162629	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716)871-1665
162601	162625	496766	ALLENTOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1				(716)881-5748
162601	162629	658852	COLVIN-COVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716)877-4440
162601	162626	684573	MARK'S FOOD SHOP	3301 HYDE PARK BL	NIAGARA FALLS	NY	14305	1				(716)284-2928
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716)877-9823
162601	162625	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716)743-0919
162601	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1				(716)842-8880
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14201	1				(716)882-2733
162601		752787	DAIRY STORE	354 NIAGARA FALLS	TONAWANDA	NY	14223	1				(716)816-8690
162601	162625	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716)855-0243
162601	162629	746533	AL'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	2				(716)873-7745
162601	162626	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1	0990-0000			(716)691-7655
162601	162629	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1				(716)836-3616
162601	162629	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	2	NYS			(716)875-5363
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS			(716)885-2887
162601	162622	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	1	NYS	1260-0000	SAD0089	(716)434-1184
162601	162626	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS			(716)874-9774
162601	162626	398795	B&B CIGAR STORE	2006 MAIN ST	NIAGARA FALLS	NY	14305	1	NYS			(716)282-1185
162601	162629	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS			(716)873-6153
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS			(716)882-3755
162601	162626	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS			(716)692-7017
162601	162626	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FALLS	NY	14304	1	NYS	1260-0000	SAD0089	(716)297-9338
162601	162622	128934	KENYON #778/DYNAWAS	2905 S. MAIN ST.	NEWPANE	NY	14108	1	NYS	1895-0000		(716)778-7899
162602	162629	397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	1				(716)896-0317
162602	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	4				(716)834-1087
162602	162629	766721	FARM FRESH MARKET	MOHAMED A. TAHER	BUFFALO	NY	14215	1				(716)838-6082
162602	162629	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTONWAGA	NY	14225	1		0362-0102		(716)631-0009
162602	162629	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	2				(716)836-6223
162602	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716)892-4465
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)886-5498
162602	162629	601156	COMMUNITY FOOD	535 WALDEN AVE	BUFFALO	NY	14211	1				(716)892-4490
162602	162625	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)883-4255
162602	162629	750754	FOOD PLUS III	SALEH K. MOHAMED	CHEEKTONWAGA	NY	14215	1		0362-0102		(716)446-0152
162602	162625	624669	A-PLUS MINI MARKET	1981 FILLMORE AVE	BUFFALO	NY	14214	1				(716)835-0461

5481000

5N55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 15  
 DATE: 98-04-29  
 TIME: 10:58 AM

 WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN B1G1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162622	398017	MISTER BILL'S	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS			(716) 735-7066
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS	CHA0104		(716) 735-7511
162602	162625	373036	UNION MARKET	177 RILEY ST	BUFFALO	NY	14209	1	NYS			(716) 884-0502
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	5				(716) 826-6199
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1				(716) 855-3828
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	3				(716) 894-4900
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	3				(716) 822-1651
162603	162623	788813	STOP N GAS #15	5498 CAMP RD	HAMBURG	NY	14075	1		1260-0000		(716) 649-1007
162603	162625	522920	HAPPY CORNER STORE	505 S. PARK AVE.	BUFFALO	NY	14204	1				(716) 853-2158
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	2		1260-0000		(716) 824-0438
162603	162625	397193	SERAFINI'S DELI	1892 SENECA ST	BUFFALO	NY	14210	2				(716) 824-7203
162603	162625	396594	B-KWIK MKT #66	1989 SENECA ST	BUFFALO	NY	14210	1				(716) 824-1124
162603	162623	663808	WOODLAWN DELI	3306 LAKE SHORE R	BLASDELL	NY	14219	1				(716) 824-1310
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	2		1260-0000		(716) 826-8121
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	1		1260-0000		(716) 627-7319
162603	162625	655757	LOVEJOY FOOD & BEVE	1196 E LOVEJOY	BUFFALO	NY	14206	5				(716) 896-3370
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	5				(716) 828-1160
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	2				(716) 824-6137
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	1	NYS	1260-0000	STA3856	(716) 649-5930
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	2	NYS	1260-0000	STO0166	(716) 855-5687
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	3	NYS	1260-0000	GAS4101	(716) 627-2170
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	2	NYS	1260-0000	GAS4100	(716) 675-2288
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	1	NYS	1260-0000	GAS0001	(716) 897-2781
162603	162625	128582	BUZZ N BEE(PRIN-SEN	2097 SENECA ST	BUFFALO	NY	14210	3	NYS			(716) 825-5372
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	3	NYS	1260-0000	GAS0363	(716) 825-6484
162603	162623	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	1	NYS	1260-0000	GAS4101	(716) 627-3401
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	2				(716) 592-2630
162606	162623	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	5				(716) 366-4909
162606	162623	514559	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	4	NYS	1260-0000	SAD9718	(716) 353-9957
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	4	NYS	1260-0000	YOR1225	(716) 492-5722

PAGE BREAK TOTAL ACCOUNTS	72	TOTAL QUANTITY	118
TEMPLATE TOTAL ACCOUNTS	72	TOTAL QUANTITY	118

+ 2 Displays to  
 F. Coluccie

120

518855  
1007

# Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

## POS Card/ Alternate Header

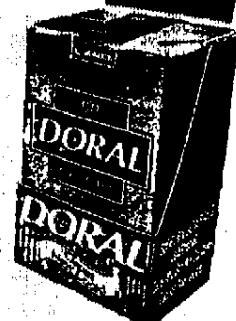


Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

## Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free.

**Buy 1  
Get 1  
Free**



**2-Pack  
Sleeve**

## Counter Display



**SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.**

**WHOLESALER PACKING INSTRUCTIONS**

**VALUE ADDED PROMOTIONS**

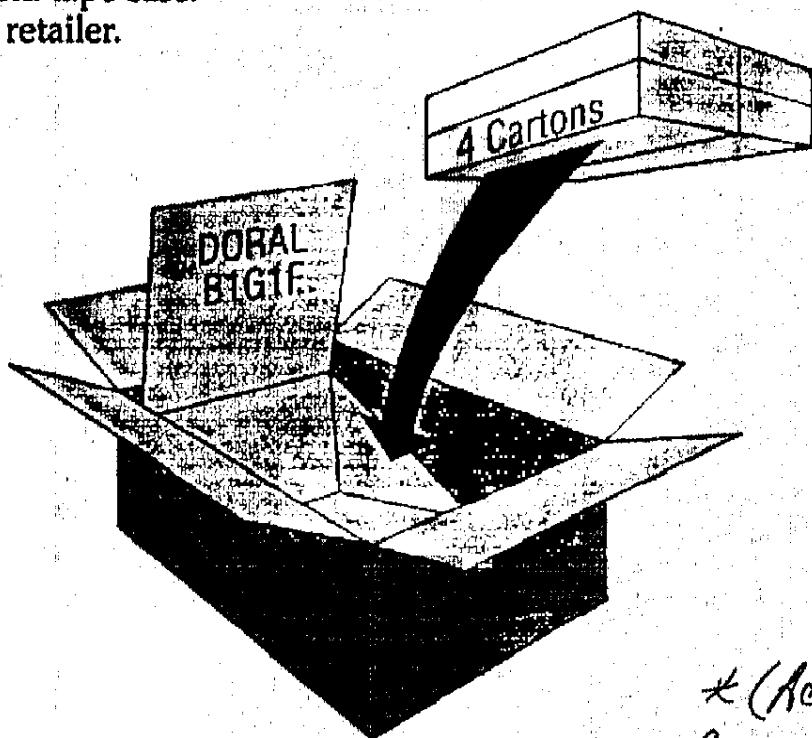
**2ND QTR.'98**

**June DORAL B1G1F**

**(Buy 1 Pack Get 1 Free)**

**STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*& (Accts w/15 or less)  
Ensure Brand mix  
of only 2 styles  
are shipped*

**Item: # 541865**

**Promotion Reporting Description: DOR JUN B1G1F**

<b>Brand Style</b>	<b>MEN LT</b>	<b>WLT LT</b>	<b>FF Box</b>	<b>LT Box</b>		
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>		
<b>Number of Cartons</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>		

51845 7003